



*They took caffeine out of coffee.
Now Merit takes nicotine
out of tobacco the same way."*

Harold A. Jenkins
Project Manager
Philip Morris R&D
Richmond, Va.

Introducing Nicotine-Extracted N-ext from Merit.

The taste is mild and enjoyable,
yet 97% of the nicotine has been extracted
by our all natural N-E XT process, the same way caffeine
is removed from coffee. Light up and enjoy this remarkable
new cigarette. One puff will tell you we've taken
away nicotine, but not smoking enjoyment.

Nicotine-Extracted tobacco. A solution with Merit.



SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

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Kings: 8 mg "tar," 0.6 mg nicotine
av. per cigarette by FTC method.

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ART NAME TEST-II